

Robert Roebuck Wiggins

Curriculum Vitae

Fogelman College of Business and Economics
University of Memphis
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ACADEMIC EXPERIENCE

Teaching

- Associate Professor** **University of Memphis**, Fogelman College of Business & Economics, Fall 2004—present
Assistant Professor **University of Memphis**, Fogelman College of Business & Economics, Fall 2002—August 2004
Teach required capstone course, *Strategic Management*, in undergraduate curriculum, required capstone course, *Global Strategic Management*, in MBA and EMBA programs, and Ph.D. required course *Seminar in Strategy and Planning Research* in doctoral program.
- Assistant Professor** **Tulane University**, A.B. Freeman School of Business, Fall 1995—Spring 2002
Taught information systems electives *Emerging Information Technologies* and *Information Technology Application*, part of *Economic Environment of Global Business*, and capstone course, *Strategic Management*, in new MBA curriculum introduced 1999-2000. Taught Ph.D. seminar *Strategic Management*, MBA elective course *Competition and Strategy*, which covers high-tech industries and hypercompetition, and BSM capstone course, *Management Policy*.
- Assistant Instructor** **University of Texas at Austin**, Spring 1993—Spring 1995
Co-developed capstone course, *Strategic Analysis for High-Tech Industries*, for IM MBA program. Taught two sections of BBA capstone course, *Business Policy and Strategy*

Administration and Service

- IT Research Advisory Committee **University of Memphis**, Fall 2006—present
- EMBA Curriculum Review Committee **University of Memphis**, Fogelman College of Business & Economics, Spring 2005—present
- Information Technology Committee **University of Memphis**, Fogelman College of Business & Economics, Fall 2003—present
- Graduate Studies Committee **University of Memphis**, Fogelman College of Business & Economics, Fall 2002—present
- Undergraduate Studies Committee **University of Memphis**, Fogelman College of Business & Economics, Fall 2002—Fall 2003
- Information Systems Curriculum Committee **Tulane University**, A.B. Freeman School of Business, Fall 2000—Spring 2002
- MBA Core Faculty Coordination Committee **Tulane University**, A.B. Freeman School of Business, Spring 1999—Spring 2001
- MBA Curriculum Committee **Tulane University**, A.B. Freeman School of Business, Fall 1998—Spring 2000
- Faculty Senate **Tulane University**, Committee on Computing, Fall 1997—Spring 2000
- Recruiting Committee **Tulane University**, A.B. Freeman School of Business, Fall 1997—Spring 2000
- Freshman Advisor **Tulane University**, Paul Tulane College, Fall 1996—Spring 1998
- Computer Committee **Tulane University**, A.B. Freeman School of Business, Spring 1996—Fall 1997
- BSM Curriculum Committee **Tulane University**, A.B. Freeman School of Business, Fall 1995—Fall 1996
- Assistant Director** Information Systems Management MBA Concentration, Fall 1992—Fall 1993
University of Texas at Austin, Graduate School of Business

RESEARCH INTERESTS

The organization and behavior of complex systems, including:

- (1) The content of corporate strategy, including (a) the sustainability of competitive advantage, (b) applications of economic theories in strategic management, (c) hypercompetition.
- (2) Information systems management and strategy
- (3) Strategic networks and strategic alliances.

TEACHING INTERESTS

- (1) Business policy and strategy
- (2) Information systems management
- (3) Strategic analysis in high-tech industries
- (4) Organizational economics
- (5) Management of technology

EDUCATION

University of Texas at Austin, Ph.D., 1995

Major: Strategic Management Minor: Statistical Methods

Dissertation Title: "Sustained Competitive Advantage: Temporal Dynamics and the Myth of Persistent Superior Economic Performance"

Committee: Timothy W. Ruefli (Chair), William W. Cooper, David B. Jemison, Paul Y. Mang, R. Preston McAfee

University of Texas at Austin, Graduate School of Business, M.B.A., 1977

Major: Management Information Systems

Vassar College, A.B., 1975

Double Major: Computer Science and Drama

RESEARCH

Publications

Schumpeter's Ghost: Is Hypercompetition Making the Best of Times Shorter?

Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)

Strategic Management Journal 2005, Volume 26, Number 10, October 2005, pp. 887-911

Selected by **Emerald Management Reviews** as one of the top 50 management articles of 2005

Response to McGahan and Porter's Comment on 'Industry, Corporate, and Segment Effects and Performance: A Non-Parametric Approach'

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Strategic Management Journal 2005, Volume 26, Number 9, September 2005, pp. 881-886

Industry, Corporate, and Segment Effects and Business Performance: A Non-Parametric Approach

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Strategic Management Journal 2003, Volume 24, Number 9, pp. 861-879

Competitive Advantage: Temporal Dynamics and the Incidence and Persistence of Superior Economic Performance

Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)

Organization Science 2002, Volume 13, Number 1, pp. 81-105

The Digital Technological Environment

Timothy W. Ruefli (The University of Texas at Austin), Andrew Whinston (UT Austin) and Robert R. Wiggins

In *Digital Marketing*, Vijay Mahajan (UT Austin) and Jerry Wind (Wharton), Editors

John Wiley & Sons, 2001, ISBN 0471361224

Longitudinal Performance Stratification: An Iterative Kolmogorov-Smirnov Approach

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Management Science 2000, Volume 46, Number 5, pp. 685-692

Downscoping versus Downscaling: Spinoffs and Parent, Subsidiary, and Combined Performance

Hemang Desai (Southern Methodist University), Robert D. Nixon (Tulane) and Robert R. Wiggins

Best Paper Proceedings, Academy of Management, Annual Meeting, Chicago, 1999

Necessary Conditions for the Predictive Validity of Strategic Groups: Analysis without Reliance on Clustering Techniques

Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)

Academy of Management Journal 1995, Volume 38, Number 6, pp. 1635-1656

When Mean Square Error Becomes Variance: A Comment on "Business Risk and Return: A Test of Simultaneous Relationships"

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Management Science 1994, Volume 40, Number 6, pp. 750-759

The Trail Guide to CompuServe

Robert R. Wiggins and Ed Tittel

Addison Wesley, 1994, ISBN 0201408341

Presented Papers

Peeking Under the Sheet of Schumpeter's Ghost: Further Investigations into Hypercompetition

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Presented at the **Annual Meeting of the Academy of Management**, Honolulu, 2005

Also presented by invitation at the **University of Missouri at Columbia**, November, 2005

Also presented by invitation at the **University of Houston**, November, 2005

The Role of Managerial Discretion and CEO Attributes in Creating and Sustaining Superior Performance

David A. Fritz (University of Memphis) and Robert R. Wiggins

Presented at the **Annual Meeting of the Southwest Academy of Management**, Orlando 2004 (also in *Proceedings*)

Hypercompetitive Performance: Are the Best of Times Getting Shorter?

Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)

Presented at the **Annual Meeting of the Academy of Management**, Washington, DC, 2001

Also presented by invitation at **Texas Christian University**, December, 2003

Also presented by invitation at the **University of Texas at Dallas**, March, 2002

Also presented by invitation at the **University of Memphis**, February, 2002

Also presented by invitation at the **University of Missouri at Columbia**, October, 2001

Downscoping versus Downscaling: Spinoffs and Parent, Subsidiary, and Combined Performance

Hemang Desai (Southern Methodist University), Robert D. Nixon (Tulane) and Robert R. Wiggins

Presented at the **Annual Meeting of the Academy of Management**, Chicago, 1999

Digital Marketing: The Digital Technological Environment

Timothy W. Ruefli (The University of Texas at Austin), Andrew Whinston (UT Austin) and Robert R. Wiggins

Presented at **Digital Marketing Conference, The Wharton School**, October, 1998

Nonlinearity and Outliers: Putting Performance in its Place

Frances Hauge Fabian (Tulane University) and Robert R. Wiggins

Presented at Sun-Break 98, **Nonlinearity & the Organization Conference**, Las Cruces, NM, 1998

Sustaining Competitive Advantage: Temporal Dynamics and the Rarity of Persistent Superior Economic Performance

Robert R. Wiggins

Presented at the **Annual Meeting of the Academy of Management**, Boston, 1997

Also presented by invitation at **McKinsey & Company**, New York, NY, September, 1996

Also presented by invitation at the **State University of New York at Buffalo**, January, 1995

Also presented by invitation at the **University of South Carolina**, November, 1994

Commercializing Intellectual Property Assets: Efficient Boundaries and Strategic Networks

Robert R. Wiggins and David B. Jemison (The University of Texas at Austin)

Presented at the **Annual Meeting of the Academy of Management**, Atlanta, 1993

When Mean Square Error Becomes Variance: A Comment on "Business Risk and Return: A Test of Simultaneous Relationships"

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Presented by invitation at the Fall **TIMS/ORSA Meeting**, 1993

Also presented by invitation at the **ITESM Graduate School**, Mexico City, Mexico, March, 1993

The Number of Unique Return Distributions Across a Set of Firms and its Implications for the Mean/Variance Approach to Risk and Return

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Presented by invitation at the Fall **TIMS/ORSA Meeting**, 1991

Work in Progress

Undue Influence: Redirecting Research in Business Policy and Strategy

Robert R. Wiggins and Frances Fabian (University of North Carolina at Charlotte)

Being prepared for 2007 submission to *Strategic Management Journal*

Peeking Under the Sheet of Schumpeter's Ghost: Further Investigations into Hypercompetition

Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)

Under development for 2007/2008 submission to *Strategic Management Journal*

A Resource-Based Theory of Industrial Organization: Static Equilibrium vs. Dynamic Homeostasis

Robert R. Wiggins, Jovan Grahovac (Tulane University) and Timothy W. Ruefli (The University of Texas at Austin)

Under development for 2008 submission to *Administrative Science Quarterly*

HONORS AND AWARDS

Best Empirical Paper Award, Fogelman College of Business and Economics, **University of Memphis**, 2005
Emerald Management Reviews Citation of Excellence. 2005
Suzanne Downs Palmer Research Professorship, **University of Memphis**, 2004-2005
BSM Teaching Honor Roll, **Tulane University**, Spring 2002
MBA Teaching Honor Roll, **Tulane University**, Spring 2001
Freeman Faculty Fellow, **Tulane University**, 2000-2001
MBA Teaching Honor Roll, **Tulane University**, Spring 2000
Freeman Faculty Fellow, **Tulane University**, 1999-2000
MBA Teaching Honor Roll, **Tulane University**, Fall 1998
Freeman Professor of Doctoral Studies and Research, **Tulane University**, 1998-1999
J.F., Jr., & Jessie Lee Seinsheimer Research Fellow, **Tulane University**, 1997-1998
BPS New Faculty Consortium, **Academy of Management**, 1997
BSM Teaching Honor Roll, **Tulane University**, Fall 1996
University Continuing Fellowship, **University of Texas at Austin**, 1994-1995
BPS Doctoral Consortium, **Academy of Management**, 1994
Honor Society of **Phi Kappa Phi**, inducted 1994
Dean's Award for Academic Excellence, **University of Texas at Austin**, 1977
Sord Scholar Award for Academic Excellence, **University of Texas at Austin**, 1976

PROFESSIONAL AFFILIATIONS

Officer/Leadership Positions

Webmaster, BPS Division, Academy of Management, 2004-present
Executive Committee Member (Ex Officio), BPS Division, Academy of Management, 2004-present

Memberships

Academy of Management, Strategic Management Society, INFORMS

Ad hoc reviewing

Academy of Management Journal, *Administrative Science Quarterly*, *Management Science*, *Organization Science*,
Operations Research, *OMEGA*, *Review of Industrial Organization*, *Strategic Management Journal*,
National Science Foundation, Academy of Management annual meetings (BPS Division)

BUSINESS EXPERIENCE

Consulting

The Wiggins Group — Palo Alto, CA and Austin, TX

Principal Consultant January 1987–May 1995. Offered consulting services to clients including **Novell Corporation**, Provo, Utah, and **Borland Corporation**, Scotts Valley, California.

Roebuck Wiggins Associates, Inc. — New York, NY

President January 1982–December 1986. Information systems management consultant to the following clients: **Goldman Sachs & Co.** 1985–1986, **Manufacturers Hanover Trust** Corporate Computer Facility 1985-1986, **American Express International Bank** 1985, **Manufacturers Hanover Trust** Central Technology Services 1983-1984, **Chemical Bank** 1982–1983, **Manufacturers Hanover Trust** Corporate Computer Facility 1982

Writing

Contributing Editor *MediaDirect CD-ROM* magazine (Japan), 1993–1995
Contributor *Home Office Computing* magazine, 1993
Contributor *Mobile Office* magazine, 1993
Contributing Editor *Windows User* magazine, 1992–1993
Contributor *Computer Shopper* magazine, 1991–1992
Contributing Editor *MacUser* magazine, 1986–1991
Wrote a monthly column titled “The Pinstripe Mac,” regarding business uses of the Apple Macintosh. Also contributed occasional feature articles.

Other Business Experience

Ray West Warehouses, Inc. — Corpus Christi, TX

Director 1998-present
Serve on the Board of Directors of the privately-held logistics firm which has provided bonded warehousing services in South Texas since 1953.

Micronetworked Computer Users, Inc. — Hicksville, NY

Sysop January 1985–August 1991 and January 1993–May 1995
Provided services as a system operator in the MAUG forums on **CompuServe**.

Ziff Communications — New York, NY

Chief Sysop *Computer Shopper* Forum on CompuServe, August 1991–December 1992

International Business Machines Corporation — New York, NY

Systems Engineer Data Processing Division, June 1977– December 1981
Responsible for sales and installation of over \$40 million of computer hardware and software at customers such as Blue Cross/Blue Shield of Greater New York and TIAA/CREF

REFERENCES

Timothy W. Ruefli

Daniel B. Stuart Centennial Professor in the Application of Computers to Business and Management
Frank C. Erwin Jr. Centennial Research Fellow, IC2 Institute
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